

# CREATIVITY IN COACHING

an inspiring programme for the coaching community

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## Pictures can often reveal more than words

Lorraine Steele and Peter Moolan-Feroze combine coaching with art to create a unique and powerful tool that makes the coaching experience more effective for both client and coach. By getting clients to draw they are encouraged to explore and clarify the full range of their ideas and feelings. This is significant as it increases their ability to overcome challenges and to take action.

“I would highly recommend this workshop to coaches and organisations. I attended a session for coaches at the London Business School which was very engaging and I found the material enjoyable, useful and very insightful.”

***Terri Morrissey***

*External coach to Executive Education, London Business School*



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## The Offer to Coaches

- learn drawing exercises to use with clients that produce results in an innovative and enjoyable way
- enhance clients' resourcefulness by providing a new and inspiring perspective on their development
- expand your creative range as a coach and gain greater self-awareness and effectiveness

"I have coached and trained for many years and often find that professional development workshops do not offer anything fresh for me. Your workshop, however, offered something both new and inspiring, the best I have been to in a long time."

**Tony**

*Senior manager and internal coach at the BBC*



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## A Coach's Testimonial...

“The experience unlocked something really new for me in working with clients. I realised that when the client draws they can ‘dwell in their feelings’ which is very different to holding a conversation alone. I also discovered that drawing expertise is irrelevant and that I can engage my clients to draw out their issues and tap into a rich layer of meaning.”

**Marion Pigeon**

*Executive coach at The Delta Partnership*



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## Example: exploring desired outcomes

These pictures display an exercise about a personal difficulty, the desired outcome and what exists in between. Inviting the client to describe an issue by using drawing and symbols brings out unexpected ideas and fresh insights, and the impact of stimulating images takes conversation to deeper levels of awareness. This creates unique opportunities to benefit from actions and solutions that might otherwise remain undiscovered.

“I wanted to let you know that I have used the exercise about difficulty and outcome with a client. When I asked her to visualise and draw what might exist in the middle it resulted in a break through moment... so thank you!”

**Deborah de Hass**  
*Director of Renew Consulting*



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## The Science in the Art

“We now know through research that regardless of artistic ability looking at art – and even more so making it – increases introspection, self monitoring and memory. These activities develop our awareness and resilience.”

***Oshin Vartanian***

*Neuroscientist, Department of Psychology, Toronto University*

“This inspiring experience will take you beyond conventional coaching practice and for me the white sheet of paper becomes an intriguing vehicle through which the client can make visible their desires, goals and dreams.”

***Lourdes Gutierrez***

*CEO at le playground, Paris*



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## LORRAINE STEELE

Lorraine is a senior coach, business consultant and skilled facilitator who designs and delivers leadership development programmes for senior teams. She has an MBA from Kellogg Northwestern University and works in English, French and Italian. Recent clients include **F1**, the **BBC**, **Thomson Reuters** and the **NHS**.



## PETER MOOLAN-FEROZE

Peter studied fine art at the Royal Academy of Arts and initiated the RA's Outreach Programme, teaching creativity skills to thousands of school students and teachers in the UK and abroad. He has since worked as a creativity consultant for clients such as **M&S**, **Deutsche Bank**, **Jo Malone** and **Body Shop** and is an external consultant to the **London Business School**.

**NO PREVIOUS  
DRAWING  
EXPERIENCE  
REQUIRED!**

## Outline of a Creativity in Coaching Workshop

- an inspiring and practical introduction to gain comfort and confidence in using drawing and pastels
- a module that strengthens personal creativity and self-awareness
- practical application: learning key exercises to use with the client in 1-2-1 coaching
- reflection and discussion time to integrate learning

**WEDNESDAY 23<sup>RD</sup> SEPTEMBER 2015, 1–5pm**

**Rambert Studios, 99 Upper Ground, South Bank, London SE1 9PP**

**Price £175 (inc. VAT)**

**Early Bird Special! £140**

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at **[www.eventbrite.co.uk](http://www.eventbrite.co.uk)**

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